

Rep Order# 9843024 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/15/2012 8:12 AM
Last Received: 10/14/2012 8:40 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product RESTORE OUR FUTURE
Estimate# 1481
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1481
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	3P-4P	DEAL	:30	\$1,000.00	10/23-10/26	4 P1	1	4	\$4,000.00	
	2	TU-F	4P-430P	NEWS	:30	\$2,000.00	10/23-10/26	4 P1	1	4	\$8,000.00	
	3	TU-F	430P-5P	NEWS	:30	\$2,000.00	10/23-10/26	4 1	1	4	\$8,000.00	
	4	TU-F	5P-530P	NEWS	:30	\$2,200.00	10/23-10/26	4 P1	1	4	\$8,800.00	
	5	TU-F	530P-6P	NEWS	:30	\$2,400.00	10/23-10/26	4 P1	1	4	\$9,600.00	
	6	TU-F	6P-630P	NEWS	:30	\$2,800.00	10/23-10/26	4 P2	1	4	\$11,200.00	
	7	TU-F	7P-730P	INSIDE	:30	\$2,000.00	10/23-10/26	4 P2	1	4	\$8,000.00	
	8	TU-F	730P-8P	ET	:30	\$2,000.00	10/23-10/26	4 P2	1	4	\$8,000.00	
	9	TU-SU	11P-1135P	NEWS	:30	\$3,200.00	10/23-10/28	4 P2	1	4	\$12,800.00	
	10	TH	9P-10P	PERSON	:30	\$9,500.00	10/25-10/25	1 P2	1	1	\$9,500.00	
	11	F	10P-11P	BLUE	:30	\$8,000.00	10/26-10/26	1 P2	1	1	\$8,000.00	

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	12	SA	9P-10P	CRIMETIME	:30	\$2,000.00	10/27-10/27	1 P2	1	1	\$2,000.00	
	13	M	3P-4P	DEAL	:30	\$1,000.00	10/29-10/29	1 P1	1	1	\$1,000.00	
	14	M	4P-430P	NEWS	:30	\$2,000.00	10/29-10/29	1 P1	1	1	\$2,000.00	
	15	M	430P-5P	NEWS	:30	\$2,000.00	10/29-10/29	1 P1	1	1	\$2,000.00	
	16	M	5P-530P	NEWS	:30	\$2,200.00	10/29-10/29	1 P1	1	1	\$2,200.00	
	17	M	530P-6P	NEWS	:30	\$2,400.00	10/29-10/29	1 P1	1	1	\$2,400.00	
	18	M	6P-630P	NEWS	:30	\$2,800.00	10/29-10/29	1 P2	1	1	\$2,800.00	
	19	M	7P-730P	INSIDE	:30	\$2,000.00	10/29-10/29	1 P2	1	1	\$2,000.00	
	20	M	730P-8P	ET	:30	\$2,000.00	10/29-10/29	1 P2	1	1	\$2,000.00	
	21	M	11P-1135P	NEWS	:30	\$3,200.00	10/29-10/29	1 P2	1	1	\$3,200.00	

---REPORT TOTALS---

Report Totals: 48 / \$117,500.00

---SALES MONTHLY TOTALS---

Oct 12: 39 / \$97,900.00 Nov 12: 9 / \$19,600.00

Sales Totals: 48 / \$117,500.00

Station Totals: 48 / \$117,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$309,211 CABL 0% EKRC 0% UNKN 0% WBQC 0% WCPO 28%

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

WKRC	38%	WLWT	10%	WSTR	0%	WXIX	24%
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Books null
Demos RA35+

ORDER

Orders	Order / Rev:	65610
	Alt Order #:	09843024
	Product Desc:	RESTORE OUR FUTURE
	Estimate:	1481
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/15/12 / 10/15/12
	Order Type:	GENERAL

Local 12 WKRC-TV
Millennium Washington DC
MNAT
National

Agency	Name:	Mentzer Media Services
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Ave
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Restore Our Future
	Demographic:	A35+
	Product Codes:	Issues/Propositions
	Priority:	P-2
	Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:05:00
Advertiser External ID:	
Agency External ID:	

Bill Plan				Totals					
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	39	\$97,900.00	\$83,215.00	October 2012	39	\$97,900.00	\$83,215.00	0.00
10/29/12	10/29/12	9	\$19,600.00	\$16,660.00	November 2012	9	\$19,600.00	\$16,660.00	0.00
					Totals	48	\$117,500.00	\$99,875.00	0.00

Account Executives			
Account Executive	Sales Office	Sales Region	Start Date / End Date
Millennium Washington DC			Start Of Order - End Of Order
			100%

Order Share	Share	Total
Local 12 WKRC-TV	38%	\$117,500.00
Market	100%	\$309,210.53

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	28%	\$86,578.95
WLWT	10%	\$30,921.05
WSTR	0%	\$0.00
WXIX	24%	\$74,210.53

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/23/12	10/26/12	Let's Make a Deal Let's Make a Deal	CM	3:00 PM-4:00 PM	-TWTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	-TWTF--	4	\$1,000.00	0.00								
E 2	WKRC	10/23/12	10/26/12	4p Local 12 News at Four 4p Local 12 News at Four	FO	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	-TWTF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	-TWTF--	4	\$2,000.00	0.00								
E 3	WKRC	10/23/12	10/26/12	4p Local 12 News at Four 4p Local 12 News at Four	FO	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	-TWTF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00

